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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Felix Yen, Kirk Cameron, and Mark Fagnani

Application No.: 09/873,786

Group: 2155

Filed: June 4, 2001

Examiner: Duong, Oanh L.

Confirmation No.: 2843

For: Using Viewership Profiles for Targeted Promotion Deployment



CERTIFICATE OF MAILING OR TRANSMISSION	
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AMENDMENT

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

This Amendment is being filed in response to the Office Action mailed from the U.S. Patent and Trademark Office on September 14, 2004 in the above-identified application. Reconsideration and further examination are requested.

An extension of time to respond to the Office Action is respectfully requested. A Petition for Extension of Time and the appropriate fee are being filed concurrently with this Amendment.

Please amend the application as follows: